

VPM's
DR VN BRIMS, Thane
Programme: MMS (2016-18) (Marketing)
Third Semester Examination October 2017

Subject	Product and Brand management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	26.10.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) Read the case below and answer the following questions. -----20 Marks (Compulsory)

Tata Motors unveils new brand identity

Homegrown carmaker Tata Motors, recently launched a new brand identity as a part of its efforts to turn around its business in India. Revealing the new tagline, 'Connecting Aspirations', Tata Motors reiterated its focus on filling product gaps, trimming costs and revamping supply chain as it strides towards becoming a lean and agile organisation.

Having only recently called off its planned platform alliance with Skoda-VW, Tata Motors is confident of driving growth with its Advanced Modular Platform (AMP). The carmaker will launch its first product, a premium hatchback (X451), on the AMP platform in 2019 to take on the Maruti Baleno and Hyundai i20. The cost-competitive AMP is expected to enable Tata motors to achieve greater economies of scale. In fact, the carmaker plans to scale down the number of component suppliers to 100 from 200 under AMP. It also plans to introduce two SUVs – a five-seater and a seven-seater – in FY 2018 (April-March), according to company CEO and MD, Guenter Butschek.

The company also outlined an investment of Rs 2,500 crore in its passenger vehicle business. The carmaker, which has been slow to react to changing market dynamics, will have a zero-tolerance approach towards launch delays to regain market share and drive volumes, according to Butschek. He revealed that the company has readied a product plan till 2022 and aims to break in to the country's top three carmakers by 2019.

The past few months have been positive for the carmaker as it has continued to witness upbeat demand for the Tiago hatchback, which has sold over 56,000 units till date. It has launched recently the Nexon SUV in the market in September, with an aim to make further inroads in the burgeoning passenger utility vehicle segment that is currently led by the Brezza. In fact, the Nexon is the last of the bridge models to be based on the older platforms before the AMP models are launched.

1. Discuss the six dimensions of new brand identity for Tata motors.
2. What are the implications for product development process with reference to new AMP for Tata motors?
3. Discuss the Tata motors' brand architecture.
4. Describe the product strategy for the launch of Nexon?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is a Product Portfolio? Illustrate with example portfolio of any company
- b) Discuss any five the challenges in Product management in personal care sector.
- c) Explain process of New Product Development? What are various categories of new products, give example for each?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are five different product levels? Explain with an example.
- b) Explain different product hierarchy levels for an FMCG product.

- c) Discuss different roles of a product manager. Name any two distinguished product managers of popular global brands.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What do you understand by product portfolio analysis? Which are different models, illustrate.
- b) Explain various product strategies for various quadrants of BCG matrix.
- c) Discuss the approach of GE McKinsey matrix and the parameters for strategy formulation.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) How do you plot information on GE McKinsey matrix? Illustrate for any company.
- b) Differentiate between Pioneer and Follower product strategies with relevant examples.
- c) Explain Brand Architecture and its different types with examples.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss the five different strategies for share leaders in growth market.
- b) Explain the different strategies for challengers in growth market.
- c) What are different strategic actions and decisions at maturity stage in PLC?

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss different brand extension strategies and examples for automobile sector.
- b) Explain the concept of Brand Identity through Kapferer's Brand Identity prism model for your favourite brand.
- c) What is Brand Equity? Illustrate through David Aaker's model.
